

australian  
**home  
beautiful**  
*Media Kit 2024*



# australian home beautiful

## Create your beautiful home

Creating beautiful homes is what we do, and for almost a century **Home Beautiful** has been turning houses into homes.

Our audience come to us for inspiration and trusted advice on how to express their *life & style* to create their own home beautiful.



## In the words of our experts

Just shy of a century, **Home Beautiful** is Australia's longest-running interiors brand with great history and a bright future. Each month we showcase an impressive collection of gorgeous Australian homes, all the latest trends and renovating content across our omnichannel platforms, reaching our audience wherever they may be. Our loyal and passionate audience come to us for our in-depth home tours, fabulous entertaining features, signature decorating and expert advice they can trust.

**Home Beautiful** is simply one of the most loved, recognised and commercially successful brands in Australia. Fall in love with the possibilities of your home, over and over again with **Home Beautiful**.

**ELLE LOVELOCK**  
EDITOR-IN-CHIEF



# Editorial Talent



**ELLE LOVELOCK**  
Editor-In-Chief



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Deputy Editor



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Creative Director



**LUCY GOUGH**  
Stylist, Home Beautiful



**OLIVIA CLARKE**  
Digital Managing Editor



**DIANA MOORE**  
Senior Digital Content Producer

# Home Beautiful; *omni-channel leader*

**NEWSLETTER SUBS**  
25,900

**SOLUS SUBS**  
24,600

**CONTENT EDM SOCIAL VIDEO**

**home beautiful**  
2.41 MILLION  
Monthly touchpoints

**COMBINED SOCIAL**  
1.89 million

**LI CENSING & PARTNERSHIPS**

- INSTAGRAM 490,826
- FACEBOOK 1,141,305
- PINTEREST 256,089

**MASTHEAD READERSHIP**  
410,000 monthly

**CROSS-PLATFORM AUDIENCE**  
509,000

*New Home Beautiful marketplace!*

# Signature properties



## Annual Style Forecast

Home Beautiful's annual style forecast is a highly anticipated industry resource, that defines the trends that will influence Australian homes for the year ahead. November issue timing.



## Colour & Decorating

**Guest Editor Karen Walker Design**

Our annual guest-edited issue featuring colour and decorating from cover to cover with inspirational and shoppable content across the home beautiful network. July issue timing.



## What's Hot

Discover what's hot then shop the lot with Home Beautiful.

The HB team reveal the latest collections of interiors products, covetable trends and insider Q&As so you stay up to date and in the know.



## Beautiful Rooms

**Beautiful Rooms and why they work—**

Is a masterclass content series where interior designers and industry experts share their trade secrets and pick out the design elements of the space from flooring to furniture.

# Editorial Pillars



## HOMES

The stories behind the most gorgeous real-life homes, filled with personality – and all the details.



## KITCHEN & BATHROOMS

Style updates, designer looks and inspirational profiles of the homes hardest working rooms.



## RENOVATING

Lay-outs, tips, budgets and every detail from whole-house renovations to mini makeovers.



## DECORATING

Home Beautiful creates and styles the latest finds and looks for today and predicts the top trends for tomorrow.



## SHOP

Expert advice, buyer's guides, discover the latest trends & shop the lot in our new Home Beautiful marketplace.



## OUTDOOR LIVING

The secrets to creating an outdoor room as stunning as your home. Plus, gorgeous gardens and expert articles.

# Editorial Pillars



## ENTERTAINING

Home Beautiful turns every meal into an occasion with delicious and fresh menus and beautiful table settings.



## TRAVEL

The best local and international style ideas, shopping precincts and trends to bring home.



## PROPERTY & FINANCE

Expert ideas and insider advice to making the most of your biggest asset – the home.



# Home *Creators*

a hands-on audience of stylish savvy creators

**CORE AUDIENCE: 35-54 years | AVERAGE AGE: 44 years**

Spending a combined **\$253M** on home and garden products in the L4w & furniture L3M (average spend \$224)

## Quality Driven

77% value **quality** over price

63% are prepared to **spend more on premium products and services** for home<sup>^</sup>

## Practical

1.5X more likely than the average Australian to do a **major renovation** in next 12M

98% enjoy spending time **styling and decorating** their home – *when my home looks good, I feel good.*<sup>^</sup>

## Constant Improvers

1.7X likely to be shopaholics – **They love to shop!**

74% always **look for new ways and products** to improve their home<sup>^</sup>

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# Editorial Calendar 2024

Homes, Kitchens & Bathrooms, Renovating, Decorating, Outdoor Living, Entertaining, Shopping



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>PRINT</b>	<p>Summer Living &amp; Entertaining</p> <p>Summer Homes Cocktails &amp; canapes Energy efficient appliances</p>	<p>The Australian Issue</p> <p>Australian designed furniture, art, homewares, building materials</p>	<p>The Kitchen Special</p> <p>Kitchen design &amp; decorating Pizza oven recipes</p>	<p>Dream Homes</p> <p>Create your dream home Expert advice Garden lighting</p>	<p>Winter is Coming</p> <p>Mother's day gift guide Recipes Functional flooring</p>	<p>Bathroom Special</p> <p>Create the perfect bathroom family &amp; ensuite Bedroom update</p>	<p>Colour &amp; Decorating</p> <p>Guest Editor Kate Walker Handbook: How to use colours of 2024 Shop the edit</p>	<p>Before &amp; After's Special</p> <p>Renovating &amp; makeovers Exterior facelift Celebrity Homes</p>	<p>Kitchens, Bathrooms &amp; Laundries</p> <p>100+ Amazing kitchen, bathroom &amp; laundry ideas Handbook: doors &amp; windows</p>	<p>Sustainable Issue Outdoor</p> <p>50 Great Garden Ideas Eco-conscious shopping Outdoor furniture edit</p>	<p>Annual Style Forecast</p> <p>2025 Style Forecast 4 key looks that will set trends for year ahead</p>	<p>Christmas</p> <p>Impressive tabletops Wine pairing &amp; cocktails Decorating</p>
<b>DIGITAL</b>	Australian summer	New year reset	Kitchen renovations	Easter Easy updates	Winter decorating	Winter bedding Bathroom renovations		Spring re-fresh, cleaning, decorating & gardening		Style forecast Trend report	Christmas planning, gift guides, recipes, decorating	
<b>ONE-SHOT</b>			Coastal Homes Vol 3			Hamptons Kitchen, Bathroom & Laundry Vol 2		Hamptons Style Vol 3				Hamptons Homes Vol 6



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